



The City of Scottsdale

A report to our citizens



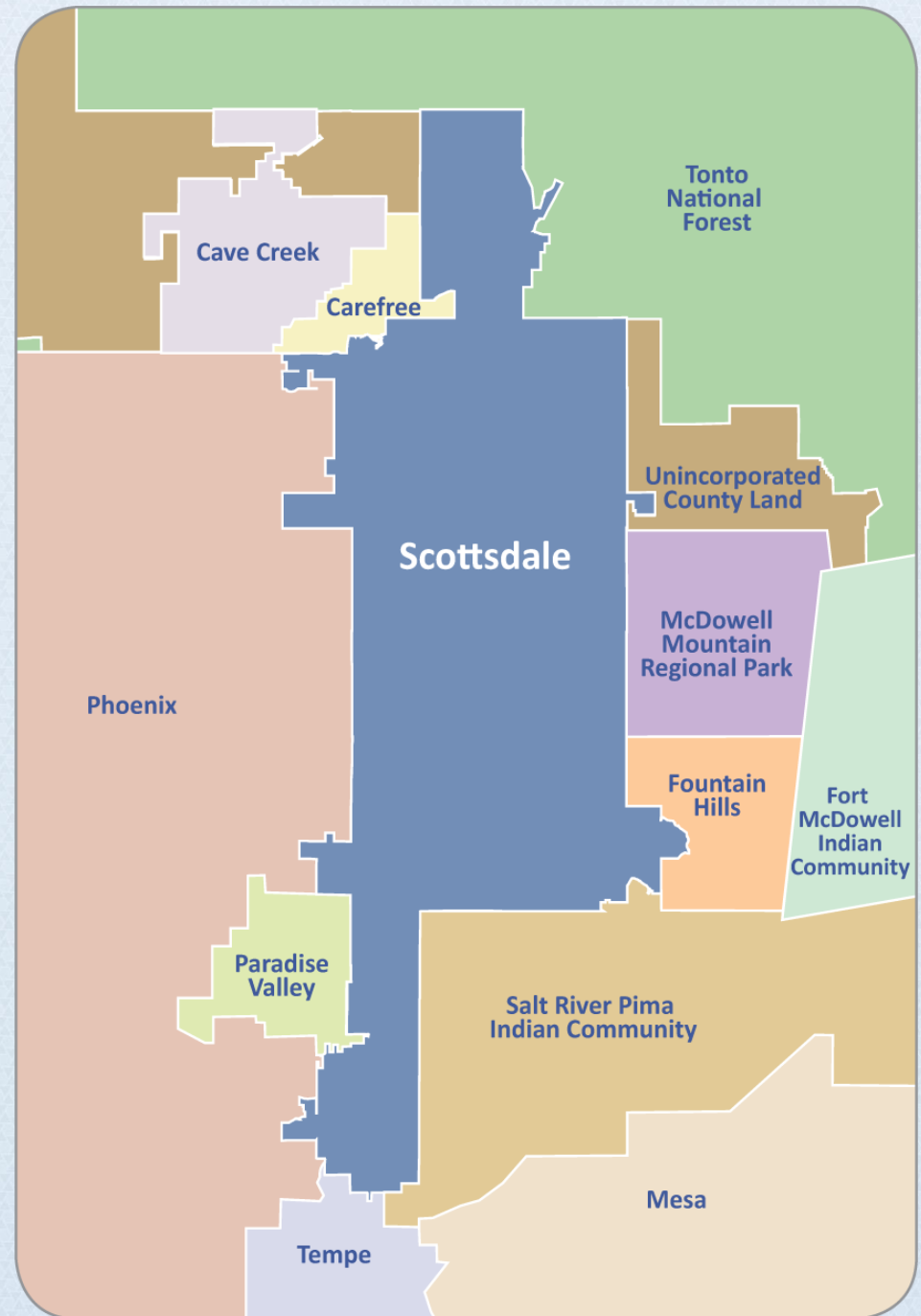
About Scottsdale

Scottsdale has an estimated 217,965 residents, and is the sixth largest city in Arizona and the 92nd largest city in the United States.

The city encompasses 184.5 square miles, which stretches 31 miles from north to south.

The largest employer is Scottsdale Healthcare with 6,378 employees; other large employers include Mayo Clinic, General Dynamics, the Scottsdale Unified School District and the City of Scottsdale.

The city employed 2,172 full-time and 292 part-time workers as of June 30, 2012.



Strategic Goals and Selected Highlights



Advance Transportation

- Completed construction of Pima Road improvements between Thompson Peak and Pinnacle Peak roads
- Completed construction of Scottsdale Road streetscape and Cross Cut Canal path improvements



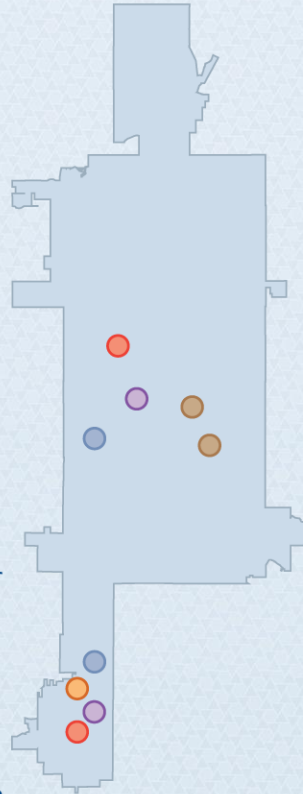
Value Scottsdale's Unique Lifestyle and Character

- Implemented rebate program encouraging exterior modification and additions to homes
- Amended Zoning Ordinance to implement Greater Airport, Downtown and Southern Scottsdale character area plans



Seek Sustainability

- Refunded \$83 million of bonds, saving \$8.0 million of debt service over the life of the bonds
- Identified approximately \$3.5 million in savings and/or revenue enhancement through internal audits



Preserve Meaningful Open Space

- Added 4,400 acres of land to the Scottsdale McDowell Sonoran Preserve
- Opened Cavalliere Park park in the Troon North area



Enhance Neighborhoods

- Renovated Civic Center Library, including a new computer lab, library shop and café
- Completed construction of two new fire stations at Eldorado Park and Cactus Acres



Support Economic Vitality

- Approved construction for expanded Tony Nelssen Equestrian Center at Westworld
- Attracted 18,000 people to downtown Scottsdale for the new Spring Training Festival

Note: The strategic goals are the same as the major divisions of the voter-approved 2001 General Plan and are the six guiding principles developed through CityShape 2020. They are not listed in any priority order.

How are we doing?

Scottsdale Statistics Fiscal Year End		2010		2011		2012	
	Acres of land acquired for the McDowell Sonoran Preserve	399	▲	2,001	▲	4,419	▲
	Annual attendance at parks, community centers and libraries (in millions)	8.6	▼	8.9	▲	8.5	▼
	Charges resolved by City Court	113,382	▼	108,003	▼	100,929	▼
	Responses by the Fire Department to calls for emergency services	23,996	▲	25,586	▲	26,344	▲
	Average Fire Dept. response time to calls for emergency services (in minutes)	4:28	▲	4:22	▼	4:18	▼
	Total crimes per thousand (Scottsdale Uniform Crime Report, Part 1)	29.6	▼	31.9	▲	32.8	▲
	Average Police Department response time to emergency calls (in minutes)	5:01	▼	4:57	▼	5:11	▲
	Drinking Water Supplied (million gallons per day)	68.4	▼	67.9	▼	69.2	▲
	Homes serviced by residential refuse collections	79,006	▲	79,508	▲	79,787	▲
	New jobs created in targeted industries	731	▲	450	▼	1,465	▲
	Average hotel occupancy rate	58%	▼	59%	▲	61.5%	▲
	Total citywide transit ridership (in millions)	3.1	▼	2.5	▼	2.5	▼
	Scottsdale Airport takeoffs & landings	156,896	▼	136,089	▼	146,058	▲
	Maintained landscaped medians and rights of way (in millions of square feet)	17.0	▲	23.2	▲	23.5	▲
	Maintained city facilities (in millions of square feet)	2.9	▲	3.0	▲	3.0	▲

How do we compare with our neighbors?

Population

Source: Arizona Office of
Employment and
Population Statistics



Phoenix
1,451,970



Mesa
441,160



Chandler
238,381



Glendale
227,446



Scottsdale
217,965



Gilbert
213,519



Tempe
162,503



Peoria
155,754

Property Tax Rate per \$100 assessed value

Source: City Budget Offices
As of July 1st, 2012



Tempe
\$2.14



Glendale
\$1.90



Phoenix
\$1.82



Peoria
\$1.44



Chandler
\$1.27



Scottsdale
\$1.23



Gilbert
\$1.15



Mesa
\$0.51

Local Retail Sales Tax Rate

Source: City Budget Offices
As of Aug. 1, 2012, only on items
costing \$5,000 or less



Glendale
2.90%



Phoenix
2.00%



Tempe
2.00%



Peoria
1.80%



Mesa
1.75%



Scottsdale
1.65%



Chandler
1.50%



Gilbert
1.50%

Monthly Residential Utility Bill

Source: City of Tempe. Typical
water, garbage and sewer
charges as of January 2012



Mesa
\$101.58



Phoenix
\$93.25



Glendale
\$92.75



Peoria
\$83.00



Scottsdale
\$80.92



Tempe
\$76.58

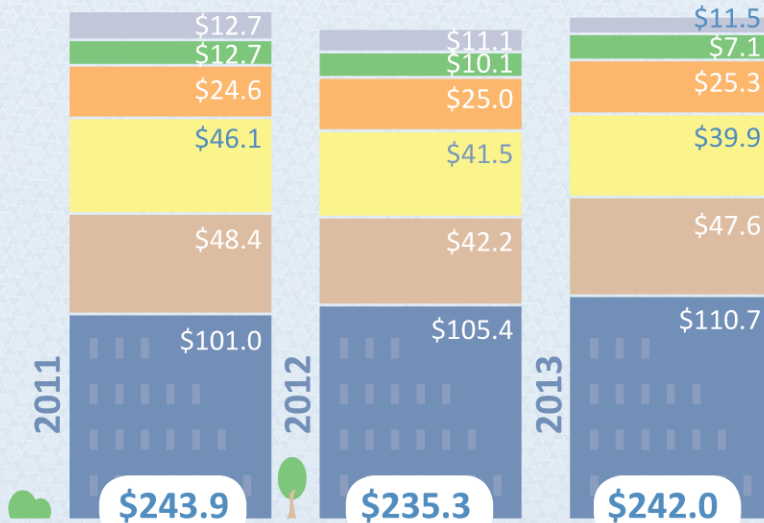


Gilbert
\$69.42



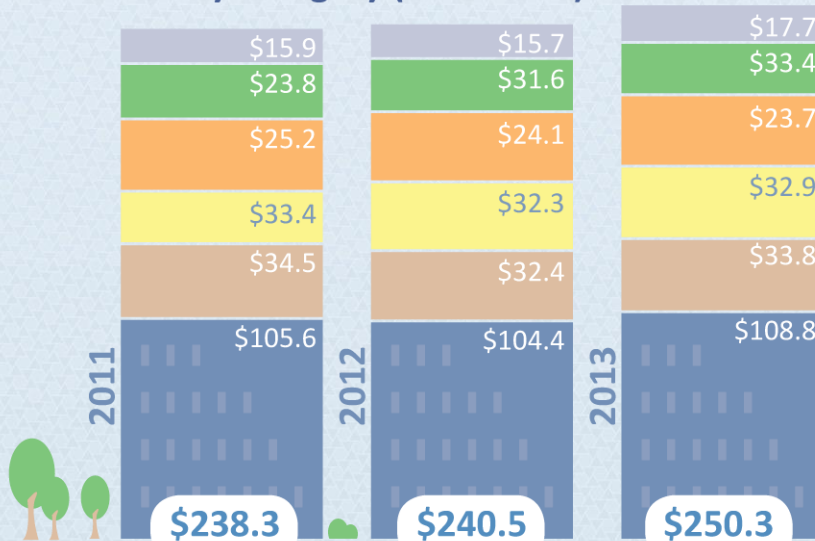
Chandler
\$67.67

Source by Category (in millions)



- **Transfers in from other funds** - (3%) Charges to other city funds.
- **Franchise fees and in-lieu taxes** - (5%) Taxes charged on revenues from utility and cable companies for use of city-owned property.
- **Property taxes** - (10%) Taxes collected on residential and commercial properties.
- **Service charges and other revenues** - (16%) Licensing fees and charges to citizens and businesses to receive city services and programs.
- **Intergovernmental taxes** - (20%) The city receives a percentage of state revenues.
- **Business and Sales Taxes** - (46%) Local sales and use taxes collected on retail, restaurant, hotel, auto sales and construction.

Use by Category (in millions)

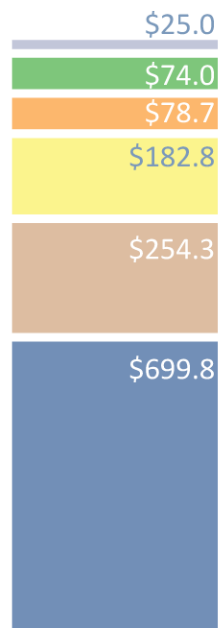


- **Public Works** - (7%) Includes funding to maintain city facilities.
- **Community & Economic Development** - (9%) Includes planning, neighborhoods, transportation, and WestWorld.
- **General Government** - (13%) Administrative services including information technology, human resources, charter and elected officials.
- **Transfers out to other funds and other** - (13%) Authorized transfers to other funds and for debt service and capital projects.
- **Community Services** - (14%) Parks, libraries, pools, recreation, senior centers.
- **Public Safety** - (43%) Fire and police department operations.

Sources over/ (under) Uses	\$5.6	\$ (5.2) †	\$ (8.4) †
Total Ending Fund Balance	\$44.6	\$39.4	\$31.1

† Unreserved fund balance used to fund one-time City Council initiatives. The unreserved fund balance represents accumulated surpluses of prior years.

The General Fund is the city's largest operating fund, but there are five other funds that make up the total adopted budget of \$1,285 million*.



- **Internal Service Funds** - (2%) used on a cost-reimbursement basis to provide fleet, computer replacement, health care and risk services.
- **Special Revenue Funds** - (6%) from specific revenue sources that are legally restricted for specific purposes such as transportation.
- **Debt Service Funds** - (6%) accounts for the payment of long-term debt principle and interest.
- **Enterprise Funds** - (14%) used to run business-type operations such as water, wastewater, solid waste and aviation.
- **General Fund** - (20%) the primary operating fund of the city which accounts for traditional local government services.
- **Capital Project Fund** - (52%) used to acquire or construct major facilities including buildings, roads and water infrastructure.

* Amount reflects the maximum budget authority available including contingencies/ reserves and excluding transfers between funds.

The City's financial statements are audited annually by an independent auditor. Complete financial information can be found on our website at www.ScottsdaleAZ.gov/finance.

Strategic Goals and Selected Priorities



- Acquire 6,400 acres of land from the State Land Department for inclusion in the Preserve
- Complete construction of the Brown's Ranch Trailhead, including the Jane Rau Interpretive Trail
- Initiate first phase of access control, signage, trails and restoration in recently acquired Preserve lands



- End long distance shipping of Granular Activated Carbon and begin reactivating at new local facility
- Build system to streamline tracking of police officer applicants through the personnel process
- Replace compressed natural gas fueling station at Via Linda facility to increase reliability



- End long distance shipping of Granular Activated Carbon and begin reactivating at new local facility
- Build system to streamline tracking of police officer applicants through the personnel process
- Replace compressed natural gas fueling station at Via Linda facility to increase reliability



- Implement cooperative marketing plan for Airport, Airpark and WestWorld with aviation stakeholders
- Begin construction and recruit new events for the expanded Tony Nelssen Equestrian Center at WestWorld
- Enhance tax base through new development and jobs Downtown, and on Bell & McDowell road corridors



- Maintain paved street system at an average condition index rating of 70 on an 100 point scale
- Complete final design and initiate construction of Northsight Extension between Hayden & Frank Lloyd Wright
- Update Freeway Improvement Plan to improve access to WestWorld and the Bell Road corridor

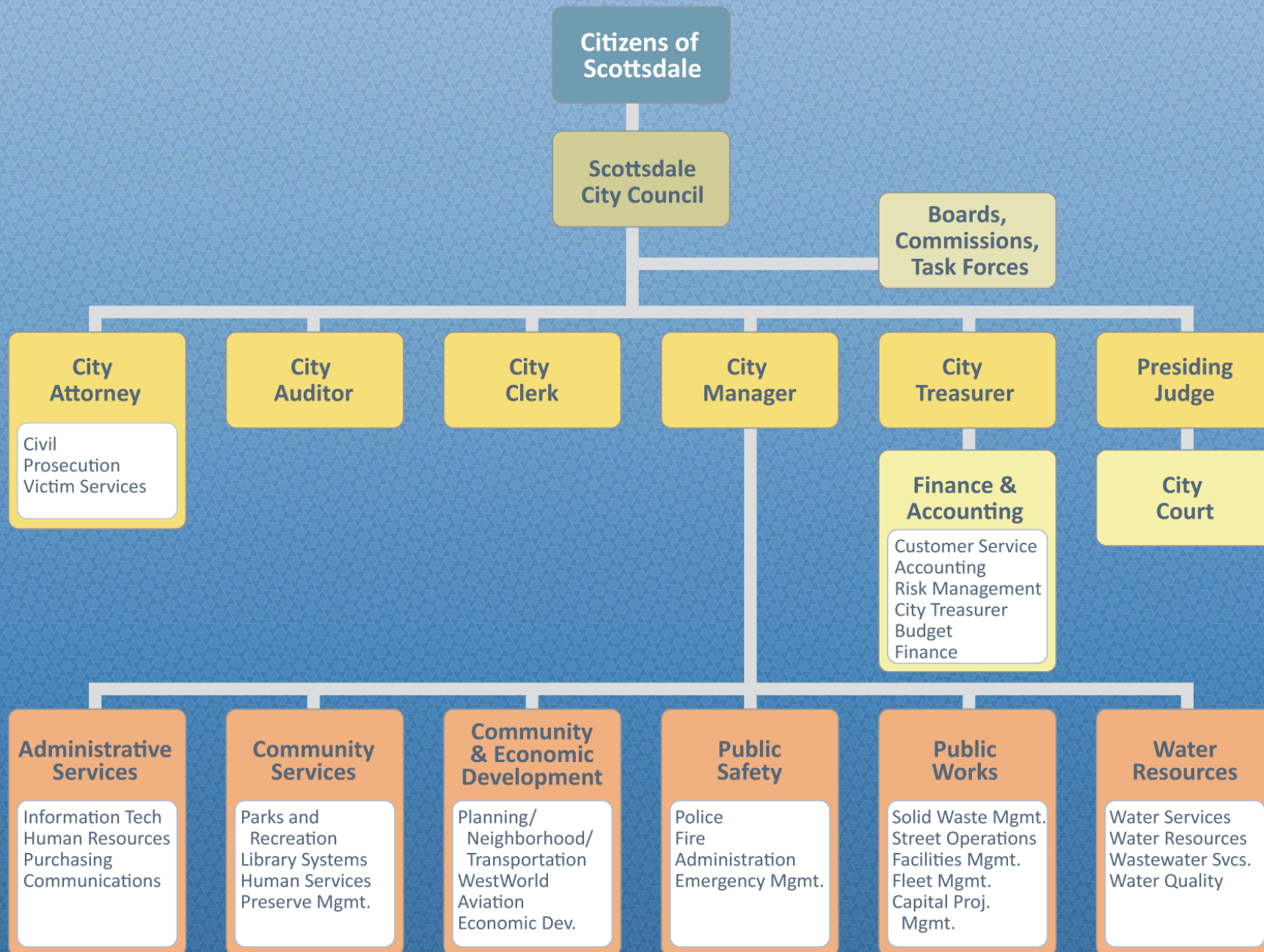


- Process text amendments to implement Greater Airpark, Downtown & Southern Scottsdale area plans
- Continue General Plan public outreach with the objective to complete a draft update by April 2013



Guiding Scottsdale Forward

An Introduction to Our Leadership



Scottsdale City Council



**Dennis
Robbins**



**Linda
Milhaven**



**Suzanne
Klapp**



**Mayor W.J.
"Jim" Lane**



**Robert W.
Littlefield**



**Ron
McCullagh**



**Lisa
Borowsky**

The City Council is the governing body for Scottsdale. The council consists of the mayor and six council members who are elected to represent the city at large and serve overlapping, four-year terms. These seven citizens oversee the operations of city government and set policy, approve programs, appropriate funds, enact laws, select charter officers, and appoint residents to serve on advisory bodies. The mayor is the chair of the Scottsdale City Council and presides over its meetings.

Charter Officers



**Bruce
Washburn**
City Attorney



**Sharron
Walker**
City Auditor



**Carolyn
Jagger**
City Clerk



Dan Worth
Acting
City Manager



**David N.
Smith**
City Treasurer



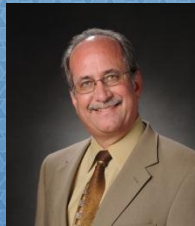
**Joseph
Olcavage**
City Judge

The City Council hires six officers to advise them on policy issues and run day-to-day operations. They are collectively known as the charter officers, because their positions are spelled out in the City Charter, a voter-approved document which describes the organization and authority of city government in Scottsdale.

Executive Directors



Terry Welker
Human
Resources



Brad Hartig
Information
Technology



Paul Katsenes
Community &
Econ. Dev.



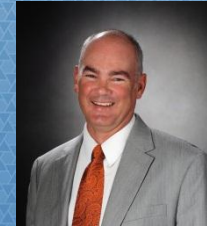
Bill Murphy
Community
Services



Alan Rodbell
Public Safety
& Police Chief



Derek Earle
Public Works
(Acting)



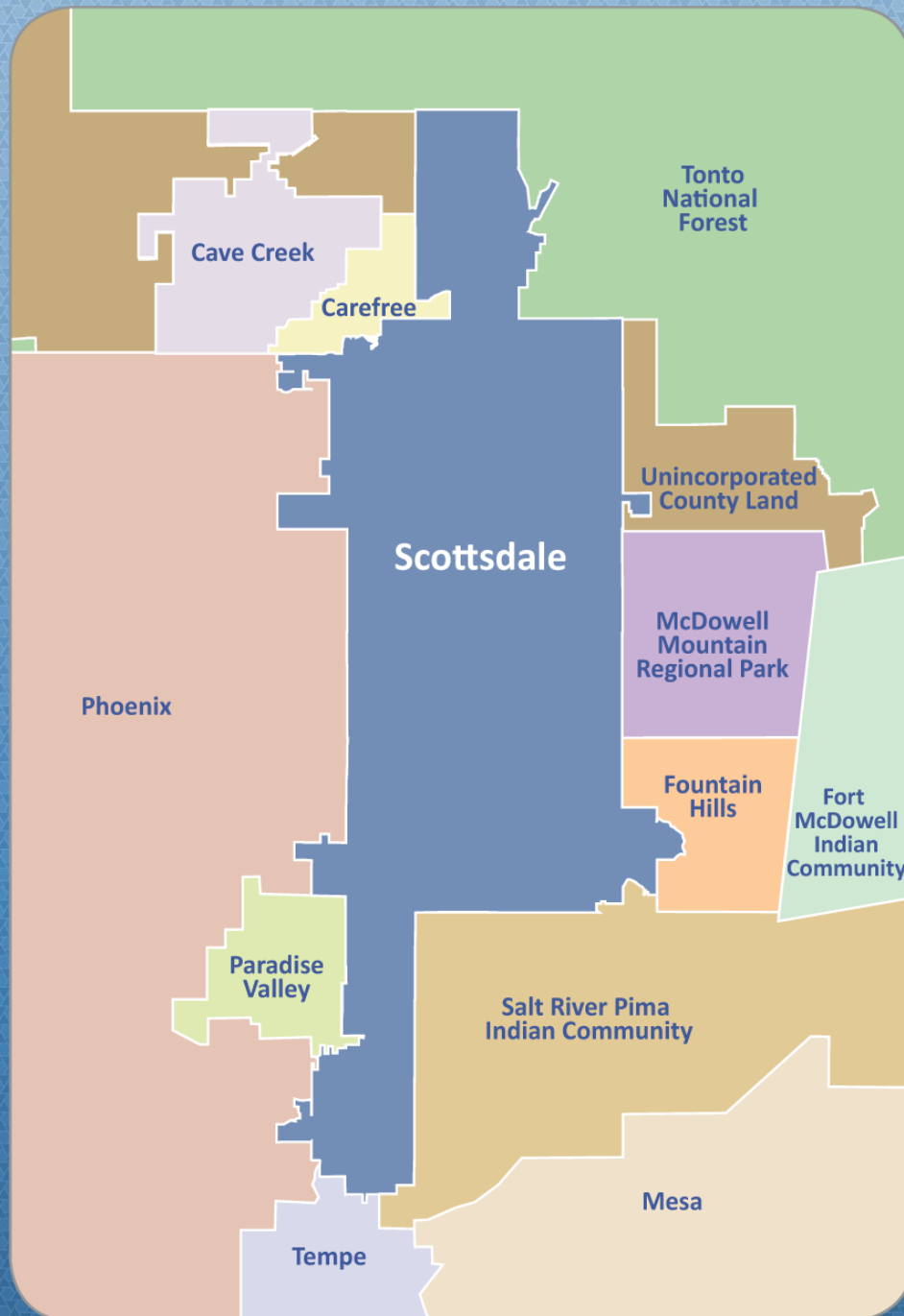
Marshall Brown
Water Resources

The city manager provides executive leadership over six divisions and the executive directors who are hired to lead those divisions. As a whole, the city employed 2,172 full-time and 292 part-time workers as of June 30, 2012.



Scottsdale By the Numbers

A Demographic Summary



Location

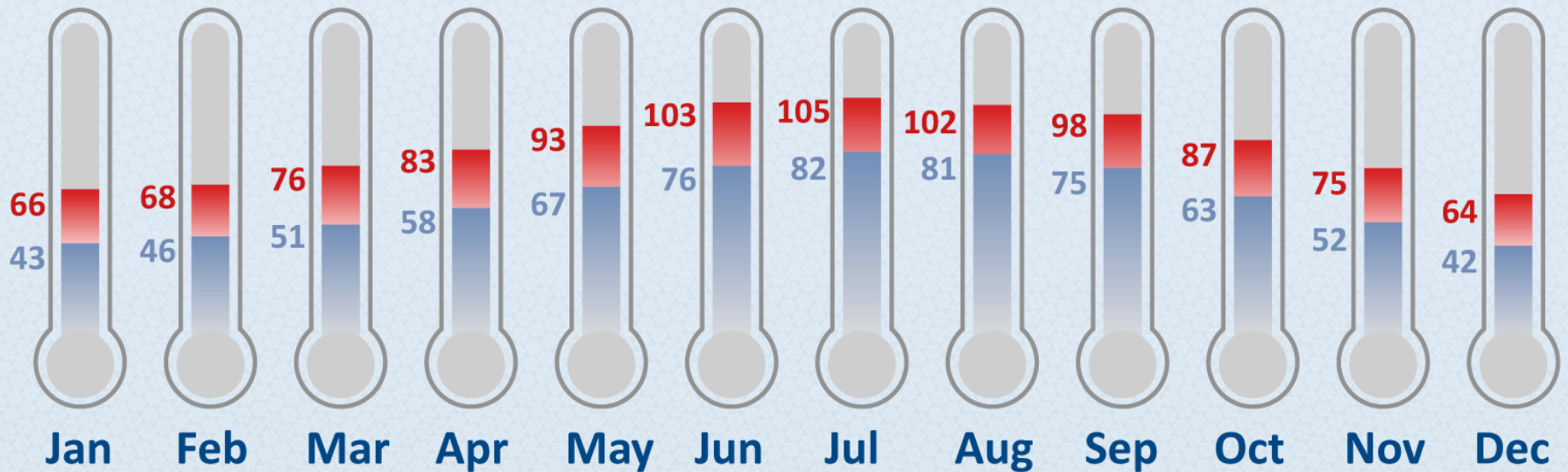
Located in Maricopa County, Arizona, the city covers an area of 184.5 square miles; 31 miles from north to south and 11.4 miles at its widest point.

Scottsdale's elevation varies from a low of 1,150 feet to 4,877 feet, and at Scottsdale Airport is 1,510 feet above sea level.

Climate

Scottsdale averages 7.7 inches of rainfall per year, with the average monthly minimum and maximum temperatures ranging throughout the year from 42° in December to 105° in July.

Average Daily Maximum and Minimum Temperatures



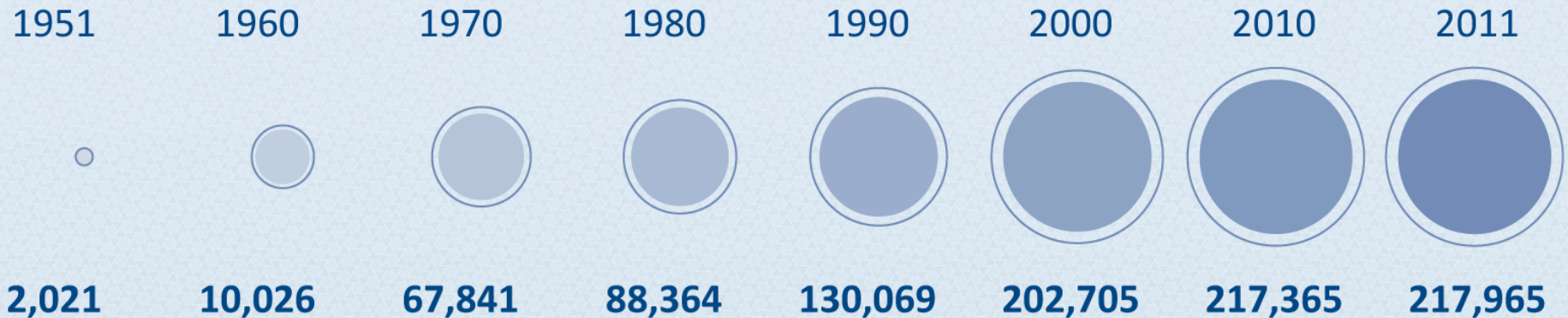
Source: Western Regional Climate Center, Scottsdale Airport
Weather Station, Nov. 2001-Dec. 2008

Population

Scottsdale is the sixth largest city in Arizona and the 92nd largest city in the United States.

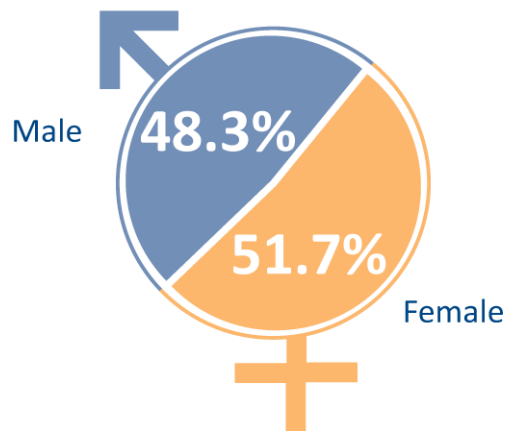


Scottsdale's Population Growth



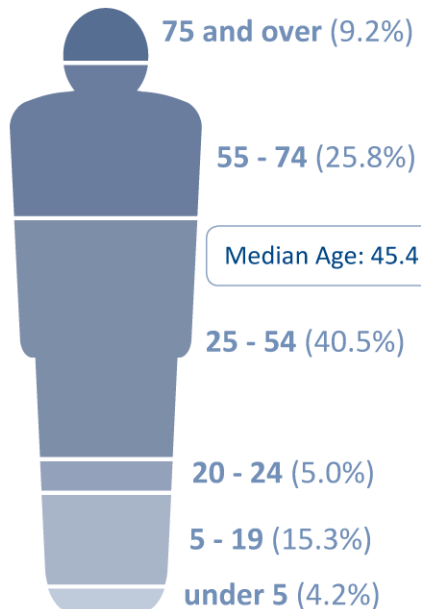
Source: U.S. Census, Population Division; State of Arizona Office of Employment and Population Statistics (2011)

Scottsdale and its residents



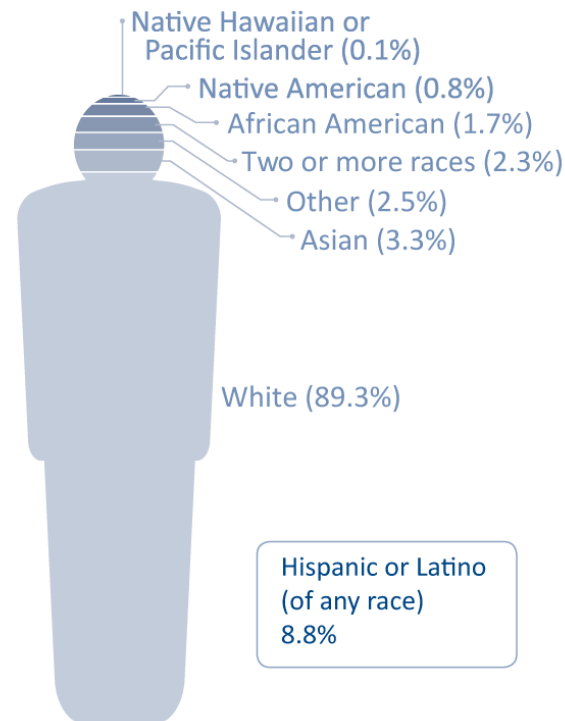
Gender

Source:
U.S. Census Bureau, 2010 Census



Age Composition

Source:
U.S. Census Bureau, 2010 Census

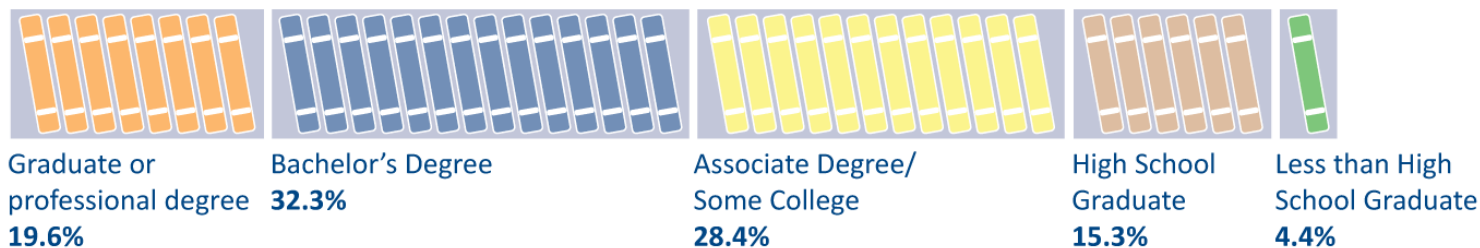


Race and Ethnic Origin

Source:
U.S. Census Bureau, 2010 Census

Educational Attainment

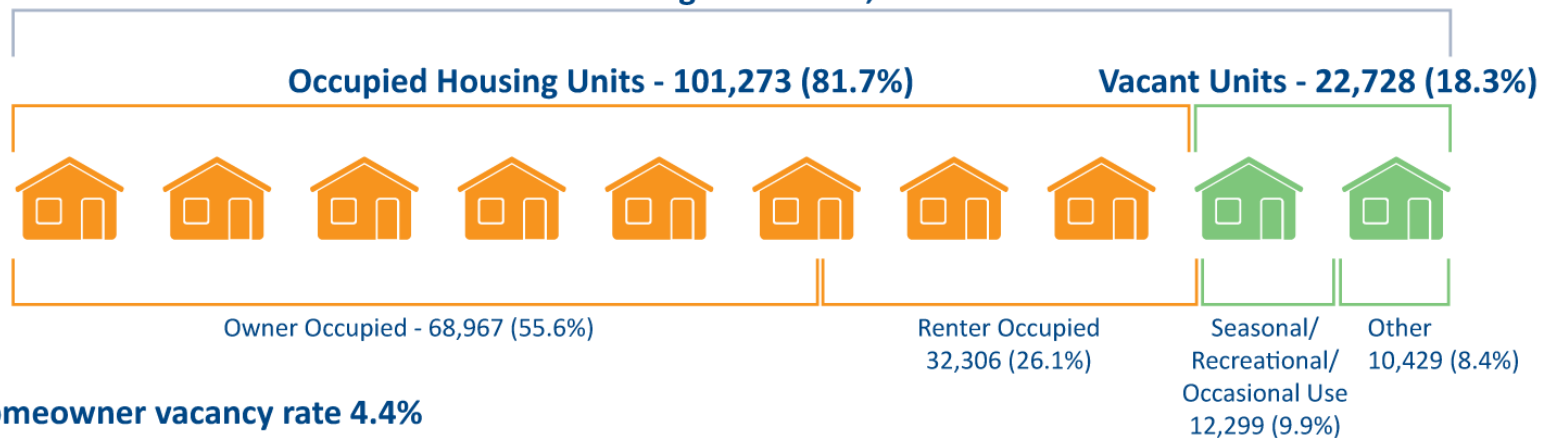
Source: U.S. Census Bureau, 2006-2010 American Community Survey



Housing Occupancy

Source: U.S. Census Bureau, 2010 Census

Total Housing Units - 124,001



Homeowner vacancy rate 4.4%

Rental vacancy rate 11.4%

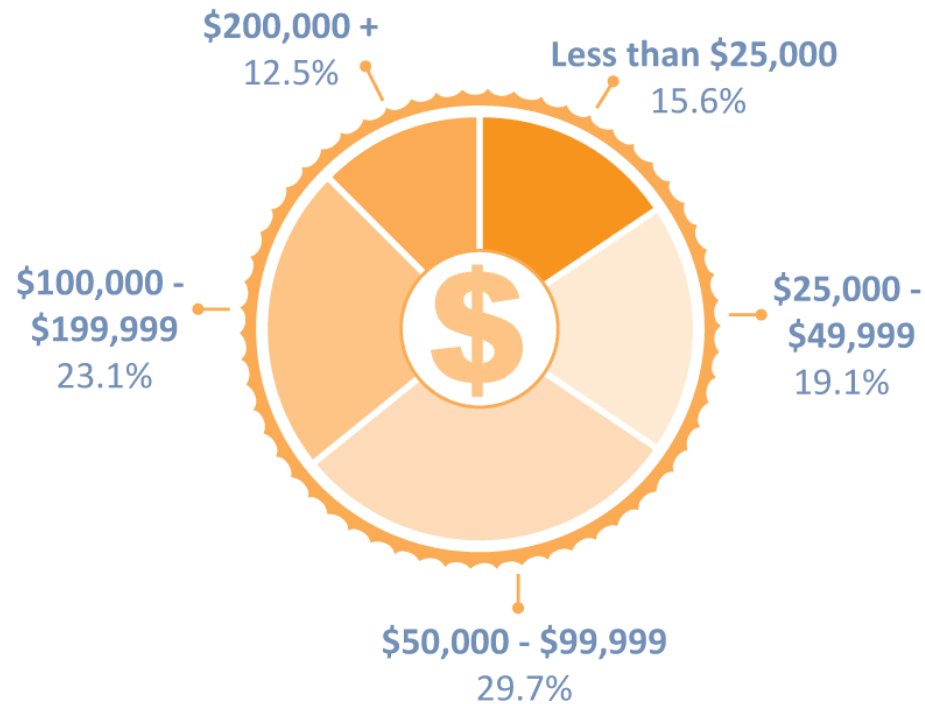
Median Housing Value

Source: U.S. Census Bureau, 2010 Census



Household Income Distribution

Source: U.S. Census Bureau, 2006-2010 American Community Survey

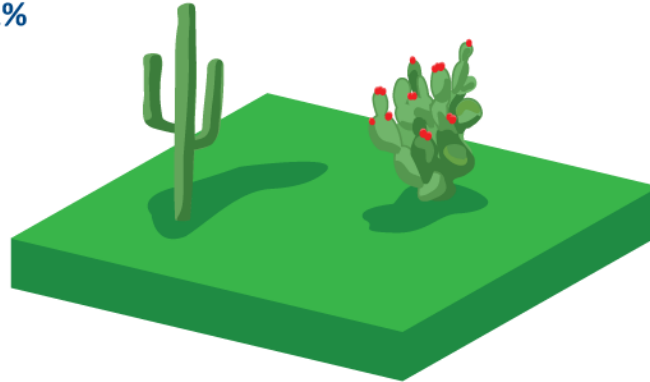


Median Household Income **\$71,564**
Mean Household Income **\$109,796**

General Plan Land Use

Source: Scottsdale Community & Economic Development Division

Undeveloped/Open Space*
48.2%



Residential
45.4%



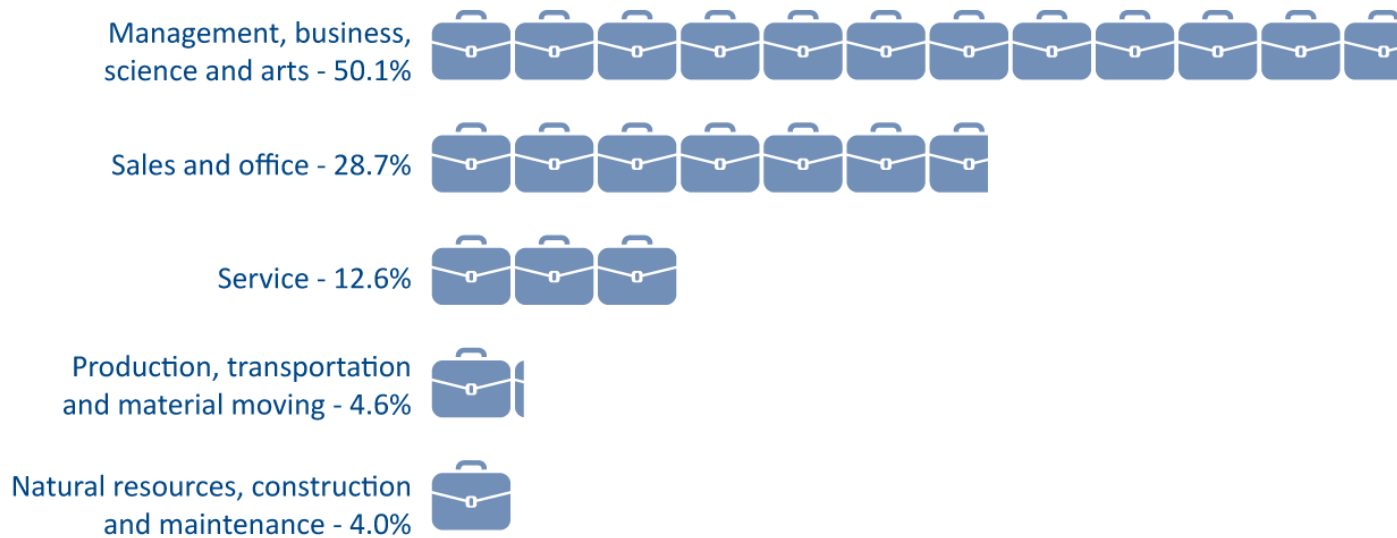
Commercial/Industrial
6.4%



*includes street right-of-ways, parks, golf courses, open-space preserves

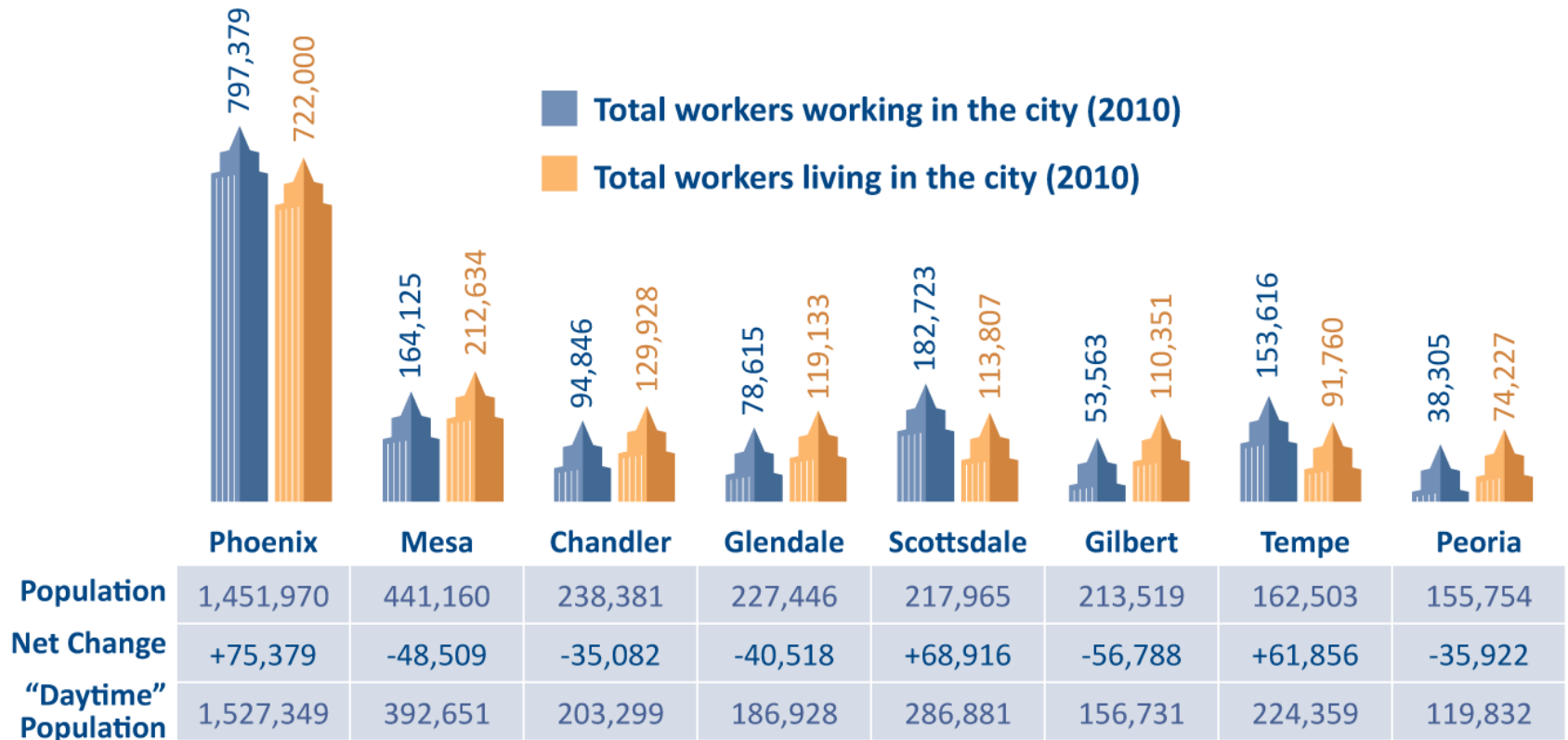
Occupational Composition

Source: U.S. Census Bureau, 2006-2010 American Community Survey



Estimated Daytime Population

Source: U.S. Census Bureau, 2006-2010 American Community Survey





Scottsdale Through the Years

- Winfield Scott
- Cavalliere's Blacksmith Shop
- Frank Lloyd Wright, Taliesin West
- Little Red Schoolhouse
- West's Most Western Town
- Downtown Scottsdale
- Civic Center Mall
- Indian Bend Wash Greenbelt
- McDowell Sonoran Preserve
- Pinnacle Peak
- Scottsdale Fashion Square

- McCormick Stillman Railroad Park
- Scottsdale Airpark and Airport
- Many fine restaurants, resorts and hotels
- 125 golf courses and 220 tennis courts
- PGA's Waste Management Open
- Barrett-Jackson Collector Car Auction
- Scottsdale All-Arabian Horse Show
- San Francisco Giants Spring Training
- Public Art Collection
- Scottsdale Arts Festival and Culinary Festival
- SkySong - ASU Scottsdale Innovation Center

**Scottsdale has 42 parks,
5 libraries, 2 senior centers,
4 police stations, and 15 fire stations**

Need assistance? Want to get involved?

Don't know who to call?

(480) 312-3111

Email a Question/Complaint?

question@ScottsdaleAZ.gov

Report A Problem

<http://www.scottsdaleaz.gov/servicerequest>

Email the City Council

CityCouncil@ScottsdaleAZ.gov

Call the Mayor's Office

(480) 312-2433

Call the City Council Office

(480) 312-2550

Want to Volunteer?

<http://www.scottsdaleaz.gov/volunteer>

Apply to Serve on a Board?

<http://www.scottsdaleaz.gov/boards>

Twitter

twitter.com/ScottsdaleAZgov

Facebook

facebook.com/ScottsdaleAZgov



City of Scottsdale

Incorporated 1951

<http://www.scottsdaleaz.gov/about/>

